

BOROUGH OF BERNARDSVILLE



STREET SMART PEDESTRIAN SAFETY CAMPAIGN



2019

ACKNOWLEDGEMENTS

RideWise would like to thank the following partners for a successful Street Smart NJ pedestrian safety campaign in Bernardsville:

The Borough of Bernardsville

Christine Zamarra, Bernardsville Borough Council

Dr. Jeffrey Hammond, Bernardsville Borough Council

Kevin Valentine, Chief of Police

Officer Chris Luckenbach

Officer Brian Kelly

Officer John Remian

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The businesses and people of Bernardsville for their participation in the program

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EXECUTIVE SUMMARY

In October 2019, RideWise Inc. partnered with the Borough of Bernardsville and the Bernardsville Police Department to conduct a Street Smart NJ pedestrian safety campaign. This campaign was the second Street Smart campaign conducted in Bernardsville, the first having been conducted in October 2018. The education and enforcement elements of the campaign lasted from October 1 to October 31 with pre- and post-campaign activities occurring in September and November. There were three target locations for this campaign, each along Morristown Road/U.S. Route 202: a mid-block crossing between the Bernardsville Centre shopping plaza and ShopRite; a crosswalk between PNC Bank and TD Bank; and the intersection of Morristown Road and Church Street. RideWise staff conducted observations at these locations before and after the campaign. Alongside observations, RideWise distributed an online survey before and after the campaign in order to gauge public awareness of the campaign and New Jersey's pedestrian safety laws.

The campaign resulted in:

- 90 man hours dedicated to enforcement by the Bernardsville Police
- 180 warnings and 19 summonses issued
- 8 percent increase in pedestrians crossing in the crosswalk at target location 1
- Over 90 percent of pedestrians crossing in the crosswalk at target location 2, before and after the campaign
- 25 percent increase in drivers stopping for pedestrians who were in the crosswalk or waiting to cross at target location 1, and 23 percent increase in drivers stopping for pedestrians in the crosswalk or waiting to cross at target location 3
- 19 percent decrease in survey participants who reported sightings of people using a hand-held cell phone while walking or crossing the street
- 14 percent decrease in survey participants who reported sightings of drivers not giving pedestrians the right of way when making a left or right turn
- 10 percent decrease in survey participants who reported sightings of people crossing the street against the walk signal
- 16 percent increase in survey participants' awareness of pedestrian safety and Street Smart NJ messages

However, despite these improvements, driver behavior did not improve at the second target location as fewer drivers stopped for pedestrians, and pedestrian behavior did not improve at the third location as fewer pedestrians used the crosswalks.

The pre- and post-campaign surveys and observations demonstrate that there was an improvement in pedestrian and driver behavior and an increase in awareness of the Street Smart message as a result of the campaign. For continued improvement in pedestrian and driver behavior, it is recommended that Bernardsville continue pedestrian and driver education and enforcement.



RideWise posted Street Smart messaging on their Facebook and Twitter pages throughout the campaign.

STREET SMART NJ OVERVIEW

Street Smart NJ is a public awareness and behavioral change pedestrian safety campaign developed by the North Jersey Transportation Planning Authority (NJTPA) and funded through Federal Highway Administration (FHWA) resources, as well as through substantial local in-kind contributions. Street Smart NJ promotes safe travel behavior through education and enforcement of pedestrian laws. The campaign responds to New Jersey’s designation as a “focus” state by the Federal Highway Administration because of its relatively high rate of pedestrian-vehicle crashes resulting in injuries and fatalities compared to other areas of the country. From 2014 to 2018, 869 pedestrians were killed on New Jersey’s roadways, translating to one death every 2 days.¹ The goals of the campaign are to educate drivers and pedestrians and to provide targeted enforcement to reduce pedestrian crashes. The campaign focuses on the following messages:

- Walk Smart
 - a. We look before crossing
 - b. We use crosswalks
 - c. We wait for the walk
- Drive Smart
 - a. Heads up, phones down
 - b. We stop for people
 - c. We slow down for safety

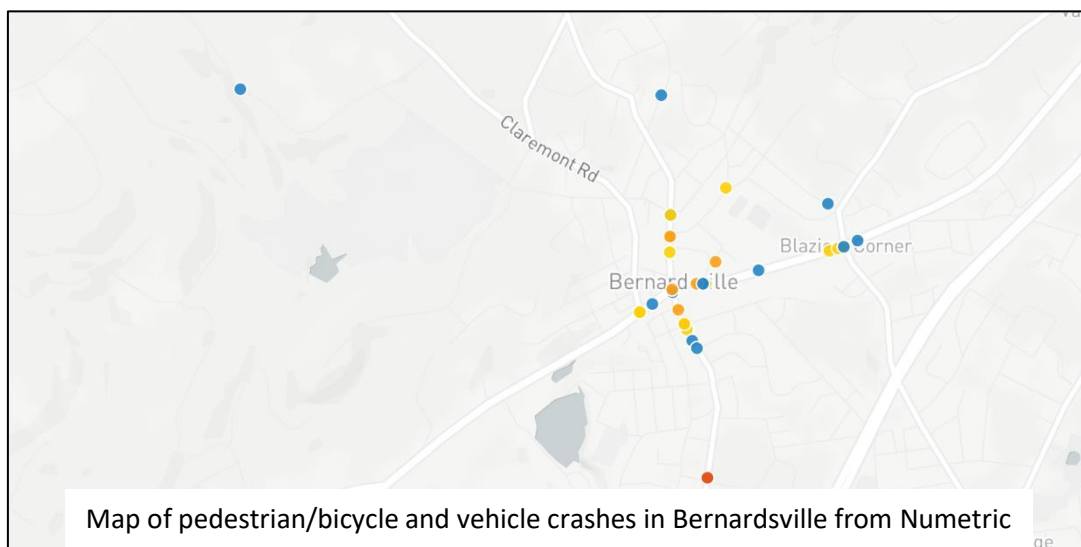
Street Smart was piloted by NJTPA in November 2013 across four northern and central New Jersey communities – Newark, Jersey City, Hackettstown and Woodbridge – and on Long Beach Island in July 2014. The campaign has since expanded to more than 120 communities across the state.



¹ New Jersey State Police Crash Statistics 2018.

RIDEWISE & STREET SMART NJ

After the success of the first five pilot Street Smart NJ campaigns, the NJTPA's goal was to continue to bring attention to the issue of pedestrian safety statewide. The NJTPA invited RideWise and the other Transportation Management Associations (TMAs) across the state to conduct Street Smart NJ campaigns within their designated service areas to expand the program's reach throughout the state. Since 2016, RideWise has conducted a total of seven Street Smart NJ campaigns covering North Plainfield, Somerville, Manville, Raritan and Bernardsville. Each campaign has achieved reductions in unsafe behaviors among drivers and pedestrians.



In October 2018, RideWise conducted Bernardsville's first Street Smart NJ campaign. The 2018 campaign resulted in improved pedestrian and driver behavior, as well as increased awareness of the Street Smart NJ messages. Throughout the downtown, there was an increase in the number of pedestrians who used crosswalks as well as an increase in drivers stopping for pedestrians. At the mid-block crosswalk on Mine Brook Road by the Bernardsville Print Center, 100 percent of observed drivers stopped for pedestrians after the campaign.

Because of the success of the first Street Smart NJ campaign, the Bernardsville Police Department and members of the Bernardsville Borough Council decided to have a second campaign focusing on the northern section of town. RideWise staff met with the Bernardsville Police in August 2019 to plan a fall 2019 campaign and presented the plans to the council at its September meeting.

According to data from Numetric – the crash analysis tool from the NJ Division of Highway Traffic Safety – 49 crashes involving pedestrians/cyclists and vehicles have occurred in Bernardsville between January 1, 2006 and July 7, 2019. The majority of crashes occurred along Mt. Airy Road approaching Olcott Square; near the intersection of Morristown Road (Route 202) and Church Street (one of the target locations for this campaign); and near the intersection of Morristown Road (Route 202) and Childs Road/Finley Avenue.



The Bernardsville Police distributed Street Smart NJ materials at their October Coffee with a Cop event.

BERNARDSVILLE BOROUGH

The estimated population of Bernardsville Borough is 7,686 with a total land area of 12.91 square miles and a density of 597.2 people per square mile.² At the center of Bernardsville is Olcott Square, a five-way triangular intersection connecting U.S. Route 202 (Morristown Road and Mine Brook Road), County Road 525 (Mt. Airy Road), Anderson Hill Road and Mill Street. Surrounding the intersection and throughout the immediate area are numerous businesses including restaurants, small shops, a movie theater, banks, a post office, a gym, an auto shop, and a library. The Bernardsville NJ TRANSIT train station is within walking distance of Olcott Square along Mine Brook Road.



Map of Bernardsville

North of Olcott Square are numerous banks and businesses, Bernards High School, and two shopping plazas along Morristown Road with restaurants, coffee and smoothie shops, delis, a cleaner's, and ShopRite and Kings grocery stores. As part of Route 202, the two-lane Morristown Road experiences heavy traffic with a speed limit of 30 mph between Olcott Square and Childs Road/Finley Avenue. Continuing north past Finley Avenue, the speed limit increases to 35 mph. Only the intersections at Olcott Square and Childs Road/Finley Avenue are signalized.

Bernardsville Borough schools participate in RideWise's Safe Routes to School



Bedwell Elementary School's Walking School Bus

program, an educational program that teaches children pedestrian and bicycle safety. In October, alongside the Street Smart campaign, Bedwell Elementary School participated in a Walking School Bus led by RideWise as part of International Walk to School Day and Month.

² US Census Bureau QuickFacts: Bernardsville Borough, New Jersey.

STREET SMART BERNARDSVILLE CAMPAIGN

The Street Smart Bernardsville campaign was a collaborative effort between RideWise, the Bernardsville Borough Police Department, the local business community and Bernardsville Borough officials. Three target locations were chosen as focus areas for the campaign: the crosswalk between the Bernardsville Centre shopping plaza and ShopRite; the crosswalks between PNC Bank and TD Bank on Morristown Road; and the intersection of Morristown Road and Church Street (see pages 10-12).

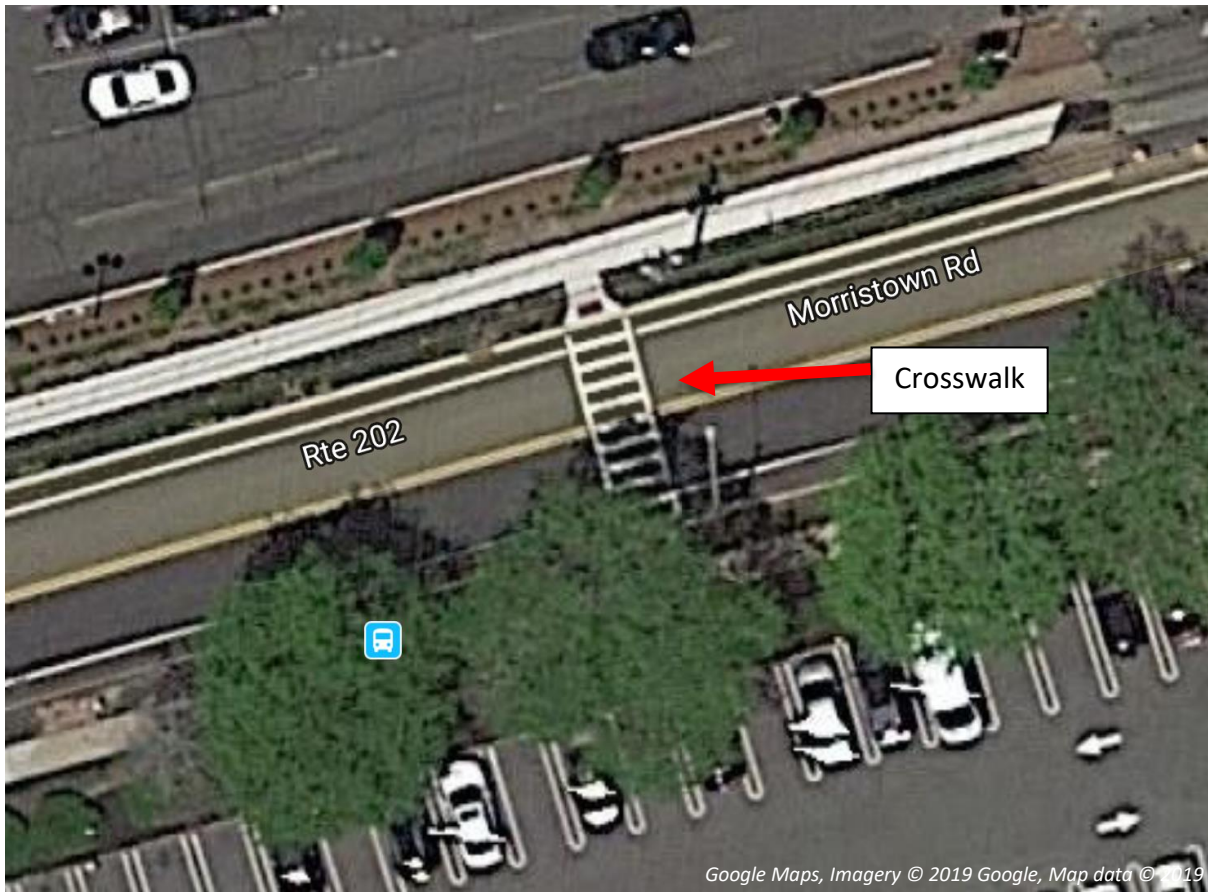
The campaign included education and enforcement activities from October 1 to October 31. To evaluate the effectiveness of the campaign, RideWise staff conducted pre- and post-campaign intersection observations and distributed an online survey before and after the campaign through social media and its website. While not statistically significant, these quantitative measures provide an indication of the short-term impact of the Street Smart NJ campaign. To educate the community on the Street Smart message, Bernardsville's business community posted Street Smart NJ flyers and displayed tip cards, brochures, and table tents in their places of business. Street Smart signs were also posted along Morristown Road near the target locations.



Street Smart messaging on RideWise's Twitter page

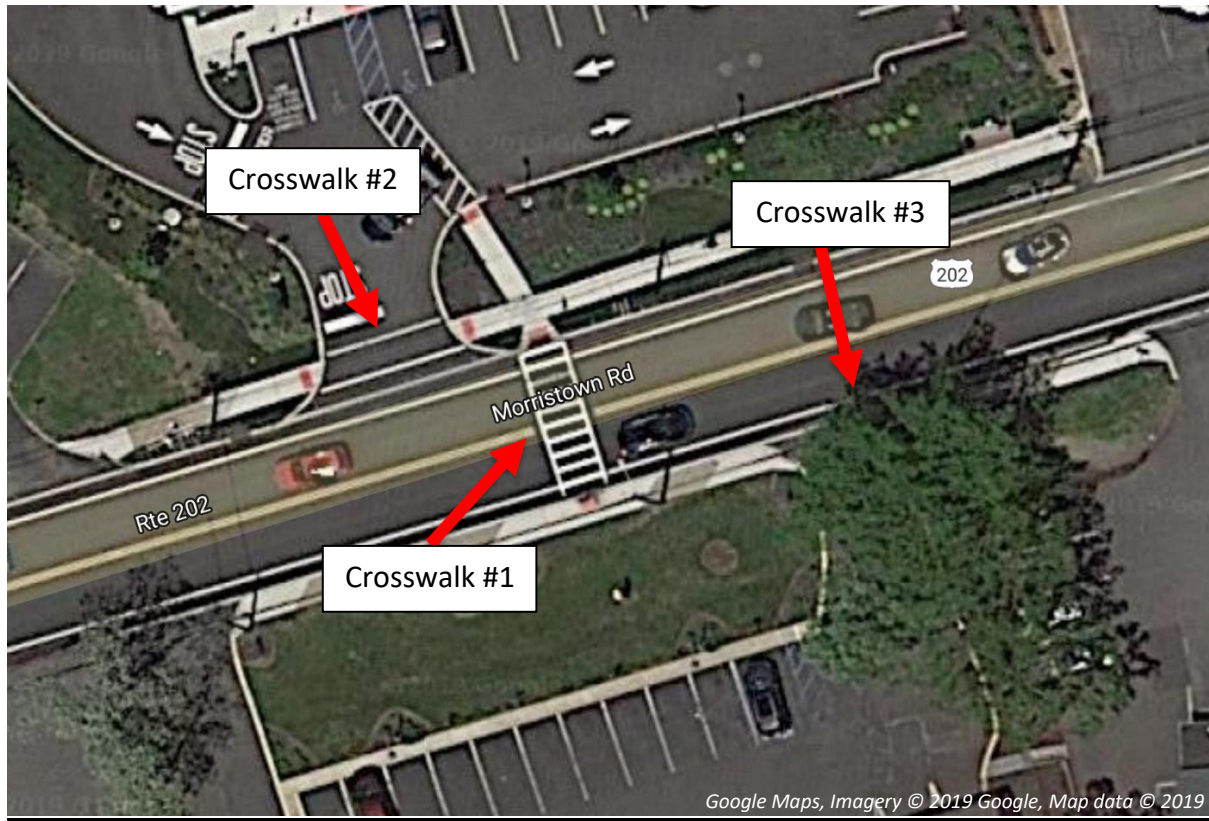
TARGET LOCATION #1:

Mid-Block Crossing between Bernardsville Centre & ShopRite



Target Location #1:

- Mid-block crossing
- Between two large shopping centers with a ShopRite, Kings, pharmacy, and many other restaurants and businesses.
- No pedestrian or motor vehicle traffic signals
- Lakeland Bus stop at this crosswalk

TARGET LOCATION #2:**Crosswalks between PNC & TD Banks****Target Location #2:**

- Mid-block crossing between two banks (crosswalk #1)
- Marked crosswalk across TD Bank entrance/exit (crosswalk #2)
- Unmarked crosswalk across PNC exit (crosswalk #3)
- No pedestrian or traffic signals
- Multiple entrances/exits nearby for shopping centers.

TARGET LOCATION #3:

Intersection of Morristown Road & Church Street



Target Location 3:

- Busy intersection; Church St leads to Bernardsville High School
- Multiple entrances/exits for nearby businesses (Bank of America ATM and Mavis Discount Tire off Rt. 202, Peapack-Gladstone Bank and Galaxy Nail & Spa off Church St)
- No pedestrian or traffic signals

ENFORCEMENT

The Bernardsville Police Department supported the campaign’s education and enforcement activities through ongoing community policing efforts. From October 1 to October 14, police issued warnings to those who did not comply with pedestrian safety laws. The warning period included both traditional traffic stops as well as officers on foot and interacting with the public. From October 15 to October 31, police issued summonses to those who did not comply. The summons period was almost solely motor vehicle stops except for one failure to use a crosswalk summons issued to a pedestrian on foot. A total of 90 man hours were dedicated to enforcement with officers distributing Street Smart NJ tip cards along with the warnings and summonses. The majority of warnings and summonses issued during the campaign were for pedestrians failing to use the crosswalk, followed by drivers not stopping for pedestrians in crosswalks.

The following chart includes warnings and summonses issued throughout Bernardsville. Officers issued Street Smart tip cards at crosswalks during community events and outreach, accounting for the high number of warnings issued for failure to use crosswalks. Direct enforcement at the target locations was difficult during this campaign due to the layout of the crosswalks. Target location 1 – a mid-block crosswalk between shopping plazas – was the most difficult to enforce due to high volumes of traffic and roadway design.

Number of Warnings and Summonses Issued During 2019 Campaign

		Oct 1 to Oct 31	
Street Smart Message	Category	Warnings	Summonses
Obey Speed Limits	Speeding	4	7
Heads Up Phones Down	Distracted driving	5	4
Stop for Pedestrians in Crosswalks	Stop for pedestrian in marked crosswalk	9	7
Use Crosswalks	Failure to use crosswalk/jaywalk	143	1
Wait for the Walk	Crossing against the signal	0	0
	Totals	180	19

EDUCATION & OUTREACH

The Bernardsville Police also participated in community education efforts by featuring the Street Smart NJ program at their October Coffee with a Cop event, handing out tip cards and assisting pedestrian traffic at the Bernardsville Farmers Market, and distributing Street Smart NJ literature and staffing crosswalks during Bernardsville's Trunk or Treat. Photos from these events and Street Smart NJ messages were shared on the Police Department's Facebook page and website (see images below).

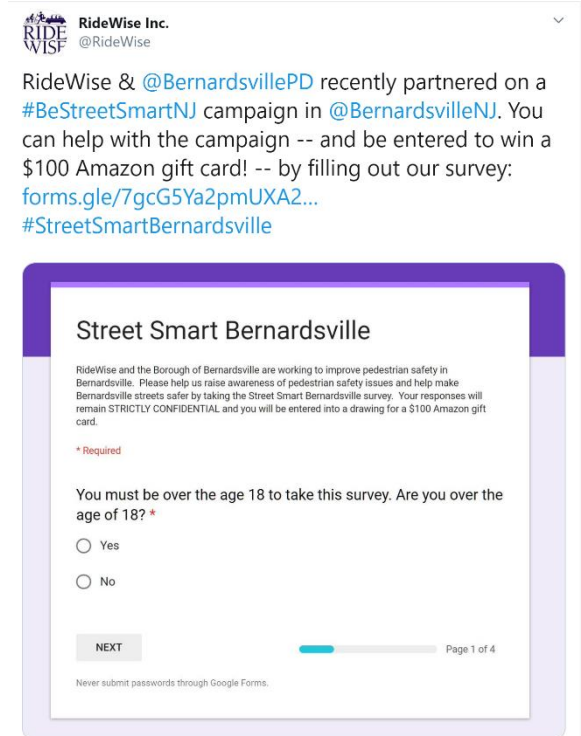
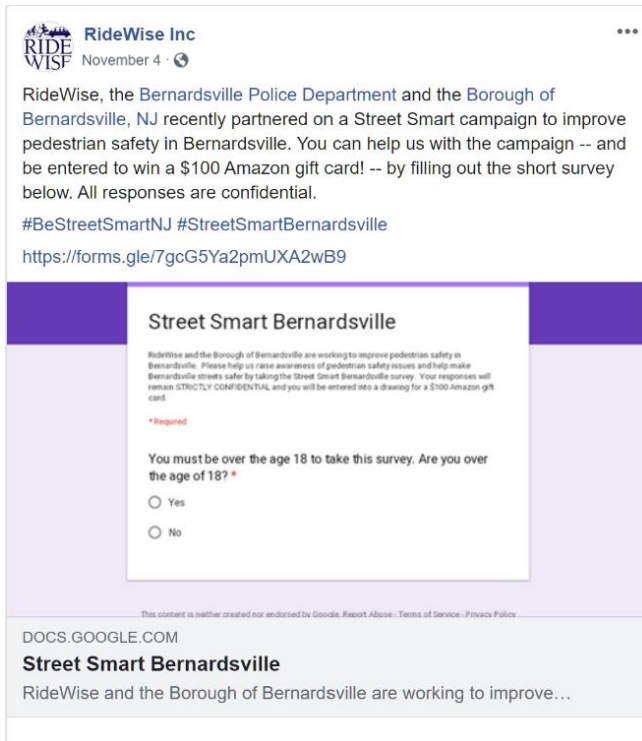


The NJTPA provided RideWise with Street Smart NJ materials to educate the community and spread the campaign's safety messages. These materials included safety tip cards, posters, coffee sleeves and coasters, which were distributed to Bernardsville businesses near the target locations by the Bernardsville Police. Materials were displayed by the following businesses:

- Pet Valu
- Today's Cleaners & Tailors
- Thai Villa
- Hibernate Bedding
- Starbucks
- Fresh Press Juice Co.

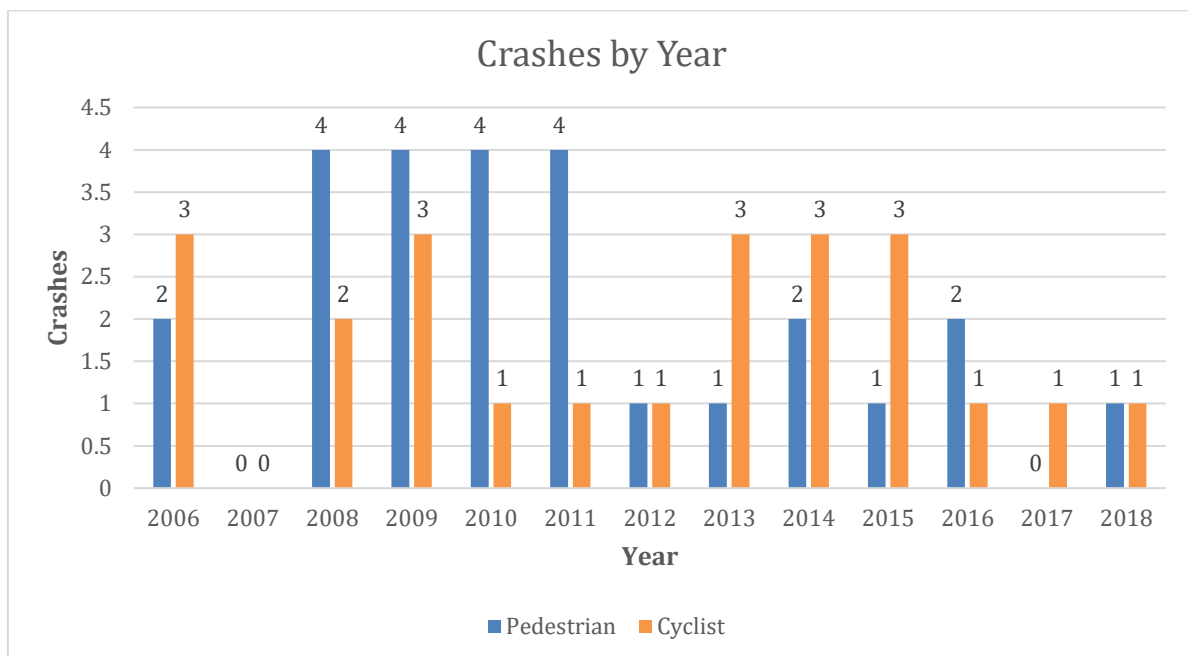
Street Smart signs were also displayed along Morristown Road near the target locations, and RideWise staff taught Bedwell Elementary School students about pedestrian safety through an October Walking School Bus. In addition, as mentioned above, the Bernardsville Police handed out Street Smart tip cards and engaged with the community through Coffee with a

Cop and the Farmers Market. RideWise also posted Street Smart NJ messages on its Facebook and Twitter pages to raise awareness of the campaign using the hashtags #StreetSmartBernardsville and #BeStreetSmartNJ (see images below of social media posts promoting the Street Smart survey).



INTERSECTION OBSERVATIONS

In order to measure changes in pedestrian and driver behavior, RideWise conducted observations at three locations in Bernardsville before and after the campaign. Prior to the observations, RideWise reviewed data from the Numetric crash analysis tool. Between 2006 and July 7, 2019, there were 49 crashes involving pedestrians/cyclists and drivers in Bernardsville, with 27 of these crashes involving pedestrians and drivers. Of the 49 crashes, one resulted in suspected serious injuries, 15 resulted in suspected minor injuries, and 18 resulted in possible injuries. The majority of crashes occurred along Mt. Airy Road approaching Olcott Square; near the intersection of Morristown Road (Route 202) and Church Street; and near the intersection of Morristown Road (Route 202) and Childs Road/Finley Avenue.



RideWise conducted pre-campaign observations in September and post-campaign observations in November. Target location 1 was observed on Tuesday, September 17 and Thursday, November 7 from 11:30 am to 1:30 pm; target location 2 was observed Thursday, September 19 and Wednesday, November 6 from 11:30 am to 1:30 pm; and target location 3 was observed Wednesday, September 18 and Tuesday, November 5 from 2:00 pm to 4:00 pm. To control variables, intersection observations are typically performed on the same days of the week, at the same time of day and for the same duration of time; however, because of

schedule conflicts during the post-campaign observations, the observations were not conducted on the same days of the week.

During observations, the following behaviors were tracked – for pedestrians:

- Crossing mid-block outside of a crosswalk
- Crossing while texting or on the phone
- Deviating from the crosswalk (pedestrian starts in the crosswalk but fails to follow it for the entire crossing)
- Crossing against the signal

For drivers:

- Stopping for pedestrian in crosswalk while turning
- Stopping and staying stopped for pedestrian in crosswalk
- Distracted driving

Overall, both pedestrian and driver behavior either improved or remained close to the same as a result of the campaign, with the majority of pedestrians and drivers following traffic safety laws. However, pedestrian behavior worsened slightly at target location 3 while driver behavior worsened at target location 2.

RideWise staff also noted cyclist behavior while conducting observations, though this is not part of the official Street Smart NJ campaign. During the pre-campaign observations, all cyclists rode correctly with traffic at all the target locations. During the post-campaign observations, 50 percent of cyclists rode with traffic at target locations 1 and 2 and 75 percent rode with traffic at target location 3.

**Percentages may not total 100 due to rounding.*

Target Location # 1 – Pedestrian Activity at Bernardsville Centre / ShopRite

	Pre-Campaign (16 pedestrians)		Post-Campaign (26 pedestrians)	
	#	%	#	%
Behavior:				
Pedestrians used crosswalk	11	69%	20	77%
Pedestrians were texting or on phone	0	0%	0	0%

Pedestrians deviated from crosswalk	0	0%	0	0%
Pedestrians were crossing mid-block/jaywalking	5	31%	6	23%

Pedestrian behavior improved at target location 1, with the number of pedestrians who used the crosswalk increasing 8 percent. No pedestrians were distracted or deviated from the crosswalk either before or after the campaign.

Target Location # 2 – Pedestrian Activity at PNC / TD Banks

	Pre-Campaign (58 pedestrians)		Post-Campaign (33 pedestrians)	
Behavior:	#	%	#	%
Pedestrians used crosswalk	56	97%	30	91%
Pedestrians were texting or on phone	2	3%	1	3%
Pedestrians deviated from crosswalk	0	0%	0	0%
Pedestrians were crossing mid-block	2	3%	3	9%

At the second target location, the majority of pedestrians used the crosswalk both before and after the campaign. Though this number decreased slightly by 6 percent after the campaign, over 90 percent of pedestrians observed in the post-campaign were still using the crosswalk.

Target Location # 3 – Pedestrian Activity at Morristown Rd & Church St

	Pre-Campaign (27 pedestrians)		Post-Campaign (31 pedestrians)	
Behavior:	#	%	#	%
Pedestrians used crosswalk	24	89%	24	77%
Pedestrians were texting or on phone	0	0%	1	3%
Pedestrians deviated from crosswalk	2	7%	2	6%
Pedestrians were crossing mid-block	1	4%	5	16%

At target location 3, the majority of pedestrians crossed at the crosswalks, but this number decreased by 12 percent between observations. More pedestrians were also seen crossing mid-block after the campaign than before the campaign. One pedestrian was seen texting/on the phone when crossing the street after the campaign.

Target Location # 1 – Driver Activity at Bernardsville Centre / ShopRite

	Pre-Campaign (2,024 drivers)		Post-Campaign (1,988 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	87	4%	53	3%

At the first target location, 4 percent of drivers were texting or on the phone during the pre-campaign and 3 percent were during the post-campaign.

	Pre-Campaign (35 drivers)		Post-Campaign (22 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	12	34%	13	59%
Driver did not stop and stay stopped	23	66%	9	41%

During the pre-campaign, 35 drivers encountered pedestrians trying to cross in the crosswalk while 22 drivers encountered pedestrians during the post-campaign. Driver behavior improved after the campaign, with the number of drivers who stopped and stayed stopped for pedestrians increasing 25 percent.

Target Location # 2 – Driver Activity at PNC / TD Banks

	Pre-Campaign (2,166 drivers)		Post-Campaign (2,196 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	68	3%	51	2%

At the second target location, 3 percent of drivers were texting or on the phone during the pre-campaign and 2 percent were during the post-campaign.

	Pre-Campaign (16 drivers)		Post-Campaign (17 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	11	69%	8	47%
Driver did not stop and stay stopped	5	31%	9	53%

	Pre-Campaign (0 drivers)		Post-Campaign (1 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	0	0%	0	0%
Driver did not stop for pedestrians when turning	0	0%	1	100%

When it came to stopping for pedestrians in the crosswalk, observed driver behavior worsened at target location 2. While the majority of drivers stopped for pedestrians during the pre-campaign observations, less than half of drivers stopped during the post-campaign, decreasing 22 percent.

During the pre-campaign, there were no pedestrians in the crosswalk when drivers were turning, and during the post-campaign there was one driver who did not stop for a pedestrian when turning. Overall, there were not enough turning drivers who encountered pedestrians to determine the impact of the Street Smart campaign on turning drivers at target location 2.

Target Location # 3 – Driver Activity at Morristown Rd & Church St

	Pre-Campaign (2,350 drivers)		Post-Campaign (2,434 drivers)	
Behavior:	#	%	#	%
Driver was texting or on phone	61	3%	63	3%

The percentage of drivers on their phone at the third target location did not change before and after the campaign.

	Pre-Campaign (6 drivers)		Post-Campaign (11 drivers)	
Behavior:	#	%	#	%
Driver stopped and stayed stopped for pedestrian in crosswalk	3	50%	8	73%
Driver did not stop and stay stopped	3	50%	3	27%

	Pre-Campaign (13 drivers)		Post-Campaign (10 drivers)	
Behavior:	#	%	#	%
Driver stopped for pedestrian in crosswalk when turning	11	85%	8	80%
Driver did not stop for pedestrians when turning	2	15%	2	20%

During the pre-campaign observations, half of drivers stopped for pedestrians in the crosswalk and half of drivers did not. Driver behavior improved during the post-campaign observations, with the number of drivers who stopped for pedestrians increasing 23 percent. The majority of drivers stopped for pedestrians when turning both before and after the campaign, though this number decreased 5 percent.

CAMPAIGN SURVEY RESULTS

RideWise circulated an online survey on its Facebook and Twitter pages during the two week pre- and post-campaign phases. The survey used the same questions from NJTPA's past Street Smart campaigns and asked respondents to report their walking and driving behaviors and what they observed on the road. The survey was created using Google Forms and respondents were given the option of entering a raffle for a \$100 Amazon gift card. The survey included questions on the respondents' knowledge of New Jersey's pedestrian safety laws and awareness of the Street Smart NJ campaign in Bernardsville. RideWise only surveyed respondents who either lived and/or worked in Bernardsville. Respondents were asked to report if they were older than 18 years of age and whether they lived or worked in the Borough before they could complete the rest of the survey.

The pre-campaign survey generated 81 responses from individuals over the age of 18 who either lived or worked in Bernardsville. The majority of respondents, 58 percent, said they only lived in Bernardsville, while 35.8 percent lived and worked in the Borough. The post-campaign survey generated 74 responses from individuals over the age of 18 who lived or worked in Bernardsville, with the majority of respondents, around 74 percent, only living in Bernardsville, 17 percent living and working in Bernardsville, and 2 percent only working in Bernardsville. The pre- and post-campaign responses were compared to determine the impact of the Street Smart campaign.

**Percentages may not total 100 due to rounding. Some questions had respondents answering "yes" to multiple categories.*

IN THE PAST WEEK, WHICH OF THE FOLLOWING BEHAVIORS HAVE YOU SEEN IN BERNARDSVILLE?

Behavior:	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Drivers using a hand-held cell phone while driving	50	64%	47	64%
Drivers running red lights or stop signs	20	26%	14	19%
Drivers exceeding speed limit in areas of heavy pedestrian traffic	54	69%	50	68%

Drivers not giving pedestrians the right of way when making a left or right turn	31	40%	19	26%
Drivers not stopping for pedestrians in the crosswalk	58	74%	50	68%
People using a hand-held cell phone while walking or crossing the street	50	64%	33	45%
People crossing in the middle of the block (jaywalking)	50	64%	51	69%
People cross the street against the walk signal	38	49%	29	39%
None of the above	3	4%	2	3%

There was an “Other” option where survey participants could write in additional behavior they had seen. In the pre-campaign survey, four survey participants chose this option and wrote in additional comments. One wrote “Attempting to cut around you when you slow for pedestrians entering crosswalk,” while another wrote “Service/work vehicles (dump trucks, trucks with trailers) speeding and driving carelessly (using cell phones, grazing curbs, etc).” Another participant commented on bicycle safety, saying, “[I] regularly run/bike in town. Drivers rarely yield or give space to pedestrians. Many times, I have been almost hit or crashed my bike due to cars.” The fourth participant said, “Bikes in crosswalk, pedestrians not waiting for a safe crossing in crosswalks.”

Some post-campaign survey participants also chose the “Other” option and wrote in the following responses: “Aggressive driver – only stopped at crosswalk because car in front of him stopped – blowing horn.” and “Cars making a left at intersection at 202 onto Anderson Hill Road/Mt Airy in center of town, almost causing collisions.”

The majority of unsafe behavior sightings decreased after the campaign, with “People using a hand-held cell phone while walking or crossing the street” decreasing 19 percent, “Drivers not giving pedestrians the right of way when making a left or right turn” decreasing 14 percent, and “People cross the street against the walk signal” decreasing 10 percent.

IN THE PAST WEEK, HAVE YOU DONE ANY OF THE FOLLOWING IN BERNARDSVILLE?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Behavior:				
Crossed the street against the “walk” signal	3	4%	7	10%
Crossed in the middle of the block (jaywalking)	16	20%	19	26%
Not given pedestrians in the crosswalk the right of way when driving	5	6%	4	5%
Not given right of way to pedestrians when making a left or right turn	3	4%	1	1%
Driven at least 10 mph over the speed limit on a local street	10	13%	8	11%
Run a red light or stop sign	2	3%	0	0%
Used a hand-held cell phone while driving	10	13%	10	14%
None of the above	42	54%	44	60%

The majority of pre- and post-campaign survey respondents reported they did not do any unsafe behaviors themselves, and this number increased by 6 percent in the post-campaign. The number of respondents who reported not giving the right of way to pedestrians when making a turn and running a red light or stop sign decreased the most by 3 percent. However, those who reported crossing the street against the walk signal and crossing mid-block increased by 6 percent.

AT SIGNALIZED INTERSECTIONS, WHEN SHOULD YOU BEGIN TO CROSS THE STREET?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
When the words “Don’t Walk” or the red hand light is on and not flashing	2	3%	0	0%
When the words “Don’t Walk” or the red hand is flashing	3	4%	6	8%
When the word “Walk” or the walking person light is on	73	94%	68	92%

In both surveys, the majority – over 90 percent – of respondents knew to cross the street when the word “Walk” or the walking person light is on.

TO THE BEST OF YOUR KNOWLEDGE, CAN YOU RECEIVE A TICKET IN NEW JERSEY FOR ANY OF THE FOLLOWING?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Crossing the street in the middle of the block	63	81%	61	82%
Crossing the street against the pedestrian signal	40	51%	38	51%
Using a mobile device while crossing the street	12	15%	14	19%
Not stopping for pedestrians in a crosswalk	62	80%	66	89%
Using a hand-held mobile device while driving	71	91%	72	97%
Not yielding to pedestrians when turning	60	77%	56	76%
None	3	4%	1	1%

The majority of pre- and post-campaign survey respondents knew that crossing the street mid-block, using a mobile device while driving, and not stopping for pedestrians in the crosswalk are ticketable offenses. The number of respondents who knew you could receive a ticket for not stopping for pedestrians in the crosswalk increased 9 percent while the number of those who knew you could receive a ticket for using a mobile device while driving increased 6 percent.

IN THE PAST 30 DAYS, HAVE YOU READ, SEEN OR HEARD ANY MESSAGES IN BERNARDSVILLE ADDRESSING THE FOLLOWING?

Messages	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
None of the above	16	21%	15	20%
Bicycle safety	9	12%	10	14%
Pedestrian safety	30	39%	41	55%
Distracted driving	20	26%	30	41%
Seat belt use	4	5%	5	7%
Drunk driving	5	6%	4	5%

Speeding/aggressive driving	49	63%	39	53%
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After the Street Smart NJ campaign, the majority of survey respondents reported seeing messages addressing pedestrian safety, increasing 16 percent. More respondents also reported seeing messages related to distracted driving, increasing 15 percent. In the pre-campaign survey, the majority of respondents had seen messages related to speeding/aggressive driving. In the post-campaign survey, this number decreased 10 percent.

IN THE PAST 30 DAYS, HAVE YOU READ OR HEARD ANY MESSAGES THAT ENDORSE ANY OF THE FOLLOWING SIGNS?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Signs				
None of the above	38	49%	22	30%
Heads Up, Phones Down	20	26%	27	37%
Obey Speed Limits	13	17%	19	26%
Stop for Pedestrians	15	19%	30	41%
Wait for the Walk	10	13%	21	28%
Use Crosswalks	20	26%	33	45%

After the campaign, there was a significant increase in awareness for all of the Street Smart NJ messages. During the pre-campaign the majority of survey respondents reported not seeing any of the messages, while during the post-campaign most respondents reported seeing signs for the message “Use Crosswalks,” a sighting that increased by 19 percent. Sightings of the messages “Stop for Pedestrians” and “Wait for the Walk” also increased significantly, by 22 percent and 15 percent respectively.

WHERE HAVE YOU SEEN OR HEARD THESE MESSAGES?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
On tent cards	1	1%	1	1%
News	2	3%	2	3%

Television	5	6%	2	3%
Streaming radio	2	3%	1	1%
Social media sites (Facebook, Twitter, Instagram)	21	27%	17	23%
Radio	3	4%	1	1%
On posters or signs you have seen while driving or walking	30	39%	49	66%
On posters or signs at transit stations and on/in buses	3	4%	3	4%
Internet advertising	3	4%	0	0%
None of the above	29	36%	14	19%

For this question, survey respondents also had the option to select “Other” and write in their own answer. Two respondents chose this option in the post-campaign survey with one writing “I believe in Chester” and another writing “Farmer’s Market.” This is consistent with the police education and outreach at Bernardsville’s Farmer’s Market. In addition, the nearby town of Chester, NJ was also running a Street Smart NJ campaign around this time.

The majority of Street Smart NJ messages were seen on posters/signs while walking/driving and on social media. Sightings of posters/signs increased 27 percent during the campaign. The number of survey respondents who reported not seeing the messages anywhere decreased 17 percent after the campaign.

HAVE YOU RECENTLY READ, SEEN OR HEARD ABOUT POLICE EFFORTS TO ENFORCE PEDESTRIAN SAFETY LAWS IN BERNARDSVILLE?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Yes	51	65%	39	53%
No	27	35%	35	47%

In both the pre- and post-campaign surveys, the majority of respondents were aware of police efforts to enforce pedestrian safety laws. However, this number decreased 12 percent after the campaign, bringing the majority closer to half of respondents.

HOW STRICTLY DO YOU THINK POLICE IN BERNARDSVILLE ENFORCE PEDESTRIAN SAFETY LAWS, SUCH AS JAYWALKING OR CROSSING AGAINST THE SIGNAL?

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Very strictly	3	4%	2	3%
Somewhat strictly	12	15%	13	18%
Not very strictly	21	27%	32	43%
Not at all	25	32%	17	23%
Don't know/Rather not say	17	21%	10	14%

During the pre-campaign survey, most respondents said that the Bernardsville Police did not enforce pedestrian safety laws at all. This number decreased 9 percent after the campaign. However, in the post-campaign survey, the majority of respondents said police enforced pedestrian safety laws “not very strictly,” increasing 16 percent between surveys.

Survey respondents were then asked to rate how serious of a problem the following issues are in Bernardsville:

DISTRACTED DRIVING IS A PROBLEM IN BERNARDSVILLE:

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Extremely serious	24	31%	20	27%
Somewhat serious	11	14%	15	20%
Neutral	15	19%	16	22%
Somewhat not serious	13	17%	10	14%
Not at all serious	15	19%	13	18%

The majority of both pre- and post-campaign survey respondents said that distracted driving is an extremely serious problem in Bernardsville. However, this number did decrease 4 percent after the campaign.

PEDESTRIANS DISOBEYING TRAFFIC RULES IS A PROBLEM:

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Extremely serious	9	12%	8	11%
Somewhat serious	25	32%	15	20%
Neutral	25	32%	30	41%
Somewhat not serious	14	18%	13	18%
Not at all serious	5	6%	8	11%

The majority of pre-campaign survey respondents either said that pedestrians disobeying traffic rules was a serious problem in Bernardsville or were neutral about it. After the campaign, the majority of respondents were neutral.

DRIVERS NOT YIELDING TO PEDESTRIANS IN THE CROSSWALK IS A PROBLEM IN BERNARDSVILLE:

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Extremely serious	11	14%	13	18%
Somewhat serious	25	32%	11	15%
Neutral	21	27%	23	31%
Somewhat not serious	14	18%	21	28%
Not at all serious	7	9%	6	8%

Most pre-campaign survey respondents said drivers not yielding to pedestrians was a serious problem in Bernardsville, while most post-campaign respondents were neutral.

SPEEDING IS A PROBLEM IN BERNARDSVILLE:

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Extremely serious	20	26%	19	26%
Somewhat serious	18	23%	12	16%
Neutral	16	21%	18	24%

Somewhat not serious	6	8%	9	12%
Not at all serious	18	23%	16	22%

Fifty-four percent of pre-campaign survey respondents said speeding is an extremely serious or somewhat serious problem versus 42 percent of post-campaign survey respondents. The number of respondents who said speeding was somewhat serious decreased 7 percent after the campaign, while the number of respondents who said it was somewhat not serious increased 4 percent.

BICYCLISTS NOT FOLLOWING TRAFFIC LAWS IS A PROBLEM IN BERNARDSVILLE:

	Pre-Campaign (81 responses)		Post-Campaign (74 responses)	
	#	%	#	%
Extremely serious	15	19%	10	14%
Somewhat serious	17	22%	15	20%
Neutral	16	21%	23	31%
Somewhat not serious	19	24%	13	18%
Not at all serious	11	14%	13	18%

Before the Street Smart NJ campaign, the majority of survey respondents said bicyclists not following traffic laws was somewhat not serious in Bernardsville. After the campaign, the majority were neutral.



COMPARING THE 2018 AND 2019 CAMPAIGNS

Pedestrian and driver behavior improved overall in Bernardsville as a result of both the 2018 and the 2019 campaigns, though the 2018 campaign was more effective in improving behavior in the post-campaign observations. Both campaigns, however, resulted in an increased awareness of pedestrian safety and Street Smart NJ messaging by residents of Bernardsville.

In 2019, more survey respondents were aware of pedestrian safety messaging before the campaign (39 percent) than those before the 2018 campaign (24.5 percent). This could speak to the long-term effects of Street Smart, as residents of Bernardsville possibly remembered the messages from the 2018 campaign when responding to the 2019 pre-campaign survey. In both campaigns, the top behaviors reported by survey respondents were pedestrians crossing mid-block, drivers not stopping for pedestrians waiting to cross, and drivers exceeding the speed limit, suggesting these are issues in Bernardsville to be addressed with continued enforcement and education.

Enforcement was increased during the 2019 campaign. While Bernardsville Police conducted 90 hours of enforcement and issued five warnings and one summons in 2018 (the majority being for drivers not stopping for pedestrians waiting to cross), they conducted 105 hours of enforcement and issued 180 warnings and 19 summonses in 2019. The majority of these warnings were issued in the form of tip cards to pedestrians who were not crossing in the crosswalk. Warnings and summonses were also mostly issued for distracted driving and speeding. In addition to education and enforcement by police, social media and posters/signs seen while walking/driving were the main sources of pedestrian safety messages reported by survey respondents in both campaigns. A mixture of education and community outreach conducted by police, social media, and posters and signs displayed by local businesses appear to have been successful in increasing awareness of pedestrian safety throughout Bernardsville, and should be utilized in future educational efforts.

Overall, pedestrian and driver behavior improved in both campaigns, however there were more improvements in the 2018 campaign. While the number of pedestrians using the crosswalk and drivers stopping for pedestrians increased at nearly every target intersection in 2018, some pedestrian and driver behavior worsened at the second and third target intersections in 2019. In addition, awareness of police efforts to improve pedestrian safety

decreased 12 percent in 2019, while awareness increased 37.5 percent in 2018 – despite police increasing the enforcement measures in 2019. Awareness of police activity could have decreased due to the nature of the 2019 campaign’s target locations. The 2018 campaign focused on Bernardsville’s hub of pedestrian activity with the target locations being closer to the downtown and the train station. In the 2019 campaign, the target locations were further north of this hub, and less pedestrians were recorded at these locations overall compared to 2018. In addition, due to high volumes of traffic and a more open roadway design, the first target location in the 2019 campaign was difficult to enforce.

RECOMMENDATIONS

- At each of the target locations, around 3 percent of drivers were observed texting or on the phone before and after the campaign. Continued education and enforcement related to distracted driving is recommended.
- At the second target location (PNC Bank and TD Bank), observed driver behavior worsened as the number of drivers who did not stop for pedestrians in the crosswalk increased 22 percent. Increased education and enforcement aimed at drivers at this location is recommended.
- Pedestrian behavior worsened slightly at target location 3 (intersection of Morristown Road and Church Street) with the number of pedestrians who used the crosswalk decreasing by 12 percent. This presents an opportunity for increased education and enforcement targeting pedestrians at this location.
- In the post-campaign survey, the majority of respondents felt distracted driving and speeding were “extremely serious” issues in Bernardsville. Future driver enforcement and education efforts could focus on targeting these two issues.
- The survey results demonstrate that, while the majority of respondents were aware of police efforts to enforce pedestrian safety laws, the number of aware respondents decreased 12 percent. In addition, the majority of post-campaign respondents felt police enforce these laws “not very strictly.” A re-evaluation of the location, time, and/or method of enforcement may increase exposure and awareness of the police effort among Bernardsville residents and visitors.

CONCLUSION

The 2019 Street Smart Bernardsville campaign was a collaborative effort between RideWise, the Borough of Bernardsville and the Bernardsville Police Department. Despite worsened driver behavior at target location 2 and slightly worsened pedestrian behavior at target location 3, the campaign resulted in overall improved pedestrian and driver behavior. The campaign also resulted in increased awareness of pedestrian safety laws and the Street Smart NJ message in Bernardsville. It is recommended that ongoing driver and pedestrian education and enforcement activities continue in Bernardsville, especially at target location 2 for drivers and target location 3 for pedestrians.